

City of Covington

Sponsorship Opportunities

2018

REACH existing and potential consumers.

SUPPORT the community of your customers.

ENGAGE with an active local audience.



Athletics | Covington Days | Concerts | KidsFest | Sausage & CiderFest | Outdoor Movie | Tree Lighting

SPONSORSHIPS ARE A WIN-WIN FOR EVERYONE!

By supporting and helping to fund community events in Covington, businesses and organizations gain exposure, brand awareness and good will for their brand. Partnering with the city on any of our nine signature events will help you differentiate yourself from competitors while at the same time publicly displaying your commitment to this community!

PROMOTIONAL HIGHLIGHTS

City Website - Experienced 501,000+ page views by 87,500+ users in 2017.

Covington Days Festival Guide - Distribution of 24,000+ to homes and businesses through the Covington-Maple Valley Reporter.

Recreation Guide - Mailed to 17,000+ residents in and directly surrounding the city and distributed at several locations in Covington.

Social Media - The City's Facebook Page has 4,600+ fans with a very high viewing and engagement rate. The City also has about 900 Twitter followers.



This two day summer festival is the largest community event in Covington and the perfect opportunity to reach Covington residents and neighbors from surrounding areas. Around 3,000 attendees enjoy the parade, watermelon eating contest, live entertainment, food, booths, rides, games, and much more.

Presenting Sponsor - \$5,000 (only one available)

- Name included in festival logo/title on all marketing (exclusive)
- Speak on stage during festival welcome & parade awards (exclusive)
- Logo on city's large event signs at three intersections (exclusive)
- Logo on cover of official Festival Program Guide (exclusive)
- Logo on rotating homepage graphic of City website (exclusive)
- Logo on festival Facebook page header (exclusive)
- Be a judge for the parade & Watermelon Eating Contest (exclusive)
- Promo video (provided by sponsor) posted on Facebook page (exclusive)
- Complimentary Kids Zone Bracelets (10x)
- First right of refusal in 2019 (exclusive)
- Also includes all lower sponsor benefits



Platinum Sponsor - \$2,000

- Logo on table tents by food and stage
- Logo on sponsor signs at festival
- Web banner ad on festival webpage
- Verbal recognition on stage throughout weekend (8x)
- Sponsored post on festival FB page (3x)
- Complimentary Kids Zone Bracelets (4x)
- Also includes all lower sponsor benefits

Gold Sponsor - \$1,000

- 10' x 10' vendor booth space at festival
- Company banner displayed at event
- Verbal recognition at parade (1x)
- Verbal recognition on main stage (4x)
- Sponsored post on festival FB page (2x)
- Also includes all lower sponsor benefits

Silver Sponsor - \$500

- Logo on printed materials (flyers, guide, ads)
- Verbal recognition on main stage (2x)
- Sponsored post on festival FB page (1x)
- Also includes all lower sponsor benefits

Friend of the Festival- \$250

- Name/recognition in Festival Program Guide
- Verbal recognition on main stage (1x)
- Name and link on festival sponsor webpage
- Mention in a festival Facebook page post (1x)

Add-on Sponsor Opportunities - varying rates

- Watermelon Eating Contest - \$500 (speaking opp, verbal recognition, signage & marketing)
- Kids Zone Sponsor - \$1,000 (name on wristbands, signage and marketing)
- Volunteer Sponsor - \$500 (logo on shirts, verbal recognition, snacks and thank yous)
- Festival T-shirts - \$500 (logo on shirts and verbal rec)
- Receptacle Sponsor - \$250 (logo on all bins)
- Ice Cream Cart Sponsor - \$500 (logo on cart and marketing)

Can't be a cash sponsor, but still want to help out your community? Consider these other sponsorship options:



- **In-kind sponsors** provide use or donation of services that are needed for the festival.
- **Advertising sponsors** help advertise the festival within their business space or promo materials.
- **Donations** are appreciated for use in our festival raffle as prizes, incentives and thank yous.

Summer Concerts In The Park

JULY 27, AUG 3, 10, 17*

**Aug. 17 is the annual outdoor family concert*

Summer concerts on the lawn at Covington Community Park include a different genre of music each week, from rock to reggae and jazz to country, and attracts 200-300+ attendees.



Presenting Sponsor - \$1,500 (only one available)

- Sponsor name included under event title ("presented by")
- Name or logo displayed on three large intersection event signs
- Premium space to set up at all four concerts
- Banner displayed on stage for all concerts (up to 16' long)
- Speaking opportunity at beginning of each concert
- Sponsored post on city's Facebook page
- Also includes all lower sponsor benefits

Series Sponsor - \$500

- Standard space to set up at first three concerts
- Logo on all printed materials (flyers, posters and ads)
- Banner displayed on site for all concerts (4'x6' max size)
- Verbal recognition on stage at all four concerts
- Also includes all lower sponsor benefits

Supporting Sponsor - \$250

- Standard space to set up at one concert of sponsor's choice
- Banner displayed on site for one concert of sponsor's choice
- Verbal recognition on stage at one concert
- Logo and link on event webpage & mention on city Facebook page

KidsFest

**SATURDAY
AUGUST 11**

Covington KidsFest is all about kids. This free event attracts about 2,000 attendees and includes a bike rodeo, kid-focused vendor booths* that all offer free kid's activities, resources for parents, inflatables, mascot appearances, music and more! It's for the kids but is a perfect way to reach out to parents, too!

Presenting Sponsor - \$1,500 (only 1 available)

- Sponsor name included under event title ("presented by")
- Name or logo displayed on three large intersection event signs
- Company banner displayed on site
- Sponsored post on city's Facebook page
- Also includes all lower sponsor benefits

Silver Sponsor - \$500

- Logo on printed materials (flyers, posters, ads)
- Also includes all lower sponsor benefits

Supporting Sponsor - \$250

- Logo and link on event webpage
- Mention on city Facebook page
- Logo on sponsor signage at event

**Booth space at KidsFest is free of charge and must offer a free kids activity during the event. Selling items is not permitted at KidsFest.*



Outdoor Family Movie



**FRIDAY, AUGUST 24
MOVIE: Coco**

Presenting Sponsor - \$750 (only one available)
Sponsor name included in title as "presented by"
Speaking opportunity & announce movie
Also includes all lower sponsor benefits

Gold Sponsor - \$500
Space to set up at the event
Company banner displayed at event
Also includes all lower sponsor benefits

Supporting Sponsor - \$250
Logo on printed materials (flyers and posters)
Logo and link on event webpage and FB
Verbal recognition at event



SATURDAY, AUG. 18

This 21 and over event samples Northwest hard ciders in a laid back park setting. Attendees will enjoy live music, lawn games and yummy sausage and grub. The event draws about 600 attendees including both locals and visitors from up to a few hours away.

Presenting Sponsor - \$2,500 (only one available)

- Name included in event logo/title on all marketing
- Premium space to set up at the event
- Speak on stage/introduce entertainment
- Company name on festival tickets
- Logo on souvenir tasting glasses
- Exclusive VIP tent and six comp VIP tickets
- Logo on table tents throughout festival
- Also includes all lower sponsor benefits

Gold Sponsor - \$1,000

- Company banner displayed on site (4'x6' max size)
- Verbal recognition on stage during festival
- Logo on festival website homepage & FB banner
- Sponsored post on festival's Facebook page
- Four complimentary general admission tickets
- Also includes all lower sponsor benefits

Silver Sponsor - \$500

- Standard space to set up at event
- Opportunity to include items in VIP swag bags
- Logo on flyers, posters and printed event program
- Two complimentary general admission tickets

Bronze Sponsor - \$250

- Logo and link on festival website
- Mention on festival Facebook page
- Logo on sponsor signage at event



Community Tree Lighting

**SATURDAY
DECEMBER 1**

Several hundred community members celebrate the season at our annual tree lighting event which includes live entertainment, caroling, kids craft activities, hot cocoa, cider, cookies, Santa and more!



Presenting Sponsor - \$1,000 (only one available)

- Sponsor name included in event title ("presented by")
- Name or logo on three large intersection event signs
- Company banner displayed on stage
- Speaking opportunity on stage
- Sponsored post on city's Facebook page
- Also includes all lower sponsor benefits

Gold Sponsor - \$500

- Logo on all printed materials (flyers, posters and ads)
- Mention on city's Facebook page
- Verbal recognition on stage
- Also includes all lower sponsor benefits

Supporting Sponsor - \$250

(limited number available based on space constraints)

- Standard space to set up at tree lighting event
- Logo and link on event webpage

Youth Athletics

Each year more than 3,000 boys and girls age 2-15 participate in our youth sports leagues that include baseball, soccer, flag football, volleyball and basketball. Sponsoring a youth sports team or league is a great way to show your support for youth in the community. We rely on your financial assistance to ensure affordable registration fees and give everyone an opportunity to play. This is a great opportunity for you to advertise while benefitting the youth in our community.

Team Sponsorship - \$150 per team

- Available for spring soccer, spring baseball and winter basketball
- Logo on front of team t-shirts
- Sponsorship thank you plaque with team photo
- Name/logo on game schedules
- Name/logo on league website

Banner Sponsorship - \$100-\$200

- Name/logo on game day banner
- Name/logo on league website
- \$200 for fall sports - soccer and volleyball
- \$100 for summer league - flag football



THE TIME TO BECOME AN EVENT SPONSOR IS NOW!

- You'll get exposure to thousands of event participants!
- You'll be part of our award-winning event marketing!
- You'll show just how much you value the community!

To sponsor, please contact:

Maia Shank - 253.480.2487 or mshank@covingtonwa.gov

CITY EVENT MARKETING AWARDS:

Sausage & Cider Fest

2017 WFEA Best T-Shirt Silver Award
2016 WFEA Best Poster Gold Award

Covington Days Festival

2017 WFEA Best Printed Material Silver Award
2016 WFEA Grand Summit Silver Award
2016 WFEA Best Printed Program Gold Award
2015 WFEA Grand Summit Gold Award
2015 WFEA Best Poster Silver Award
2014 PRSA Excellence for Special Events
2014 WFEA Grand Summit Gold Award